

**East Stroudsburg University  
Council of Trustees Minutes  
September 25, 2014**

1. **Call to Order:** The regular meeting of the Council of Trustees was called to order at 4:06 p.m. by Chair Pat Ross.
2. **Roll Call:** Completed by the Recording Secretary Marcy L. Cetnar, the following members were present:

Mr. Edward Abraham  
Dr. Vincent DeFranco  
Ms. Josephine Ferro

Ms. Rebecca Keck  
Mr. Bruno Klaus  
Mr. Harry Lee

Ms. Nancy Perretta  
Mr. Pat Ross  
Ms. Amy Welch

The following members were absent:

Mr. Marcus Lingenfelter

Hon. Mario Scavello

2. **Public Comment:**

Mr. Maury Molin, representing Collette Ryder, President of ESU Alumni Association Board of Directors, read a letter (attached) on her behalf.

Allan Benn, Professor of English Department is starting his 30<sup>th</sup> year here at ESU and is pleased to be here this afternoon. Professor Benn stated it was a great start of the year with the student discussions on *The Postmortal* which is the One Book/One Campus selection for this year and to see the excitement in the new students. There was anxiety last year, courses cut and faculty cut due to retrenchment. Atmosphere is much better. Management does not want to retrench, VP Long has indicated finances are better than anticipated, enrollment is slightly up, but still retrenchment sits on the table. Faculty will meet with administration to discuss the realignment and hope the faculty and management can collaborate to put retrenchment away.

Handed out materials (attached) prepared by Dr. Bonnie Green who was charged to compile the data from chemistry departments. Essence of the materials is science at ESU is profitable to ESU; it attracts students, yields long term financial success of our graduates. Dedicated STEM faculty yields successful STEM graduates.

Chris Hower, senior, biochemistry science major. Discussed how gen ed's are affecting physics, business management, and science majors and how they will impact the requirements for students to graduate. Due to the number of credits faculty can teach, independent studies are only being offered to 12 students. Many chemistry majors that cannot get into needed classes. He cannot get into a required class (analytical chemistry) right now to graduate. Mr. Hower is asking to see that classes are offered to those needed to fulfill their graduation requirements.

Dr. Welsh indicated that she knew the Deans worked this summer to be sure all students received the classes they needed to graduate.

Dr. Reidhead, Provost & VP of Academic Affairs indicated that every good and effective effort was made to be sure students received the classes which they needed to take. Deans have been working with the department chairs to be sure the students have the classes needed to graduate. Limitations of space, limitations of budget, and sequence of the classes needed were a part of the decisions made. Dr. Reidhead will go back to the Deans and bring the student's (Chris Hower) specific situation to their attention.

3. **Approval of Minutes:** Trustee Lee made a motion to approve the minutes from the April 24, 2014 meeting; Trustee Abraham seconded; no abstentions. The motion carried.

Trustee Lee made a motion to approve the minutes from the July 22, 2014 special meeting; Trustee Abraham seconded; no abstentions. The motion carried.

4. **President's Report:** Campus has been collaborating with State Police regarding the search for Eric Frein in northern Monroe County. We have dealt with a number of phone calls and emails from concerned parents and students, but thus far have had no reason to close or cancel classes. It is our sincere hope that this issue is resolved quickly and safely for all concerned.

305 visits were made to residences in the area adjacent to the university. The team included members of President's Council, Campus Police, SAA and a student. A *Good Neighbor Guide* was handed out. Although some areas of concern with student neighbors as well as students passing by homes on their way back from an evening out, most of the neighbors love living close to the University and really appreciate our students. Some student groups participate in Adopt a Block, some groups shovel sidewalks for their neighbors, and overall our students try to be good neighbors, although we acknowledge we have some students who are problematic. We want to do this same thing again next year, but will also be asking faculty and staff to work with us to get out and meet our neighbors.

ESU continues to look toward the completion of the Keystone Center, despite the fact that the project is currently on hold until we can work through issues with the East Stroudsburg Borough Council. We are working closely with PASSHE and the PA Department of General Services attorneys as well as in consultation with University Properties, Inc. and their attorneys to address all of the Borough Council's issues, many of which are not directly related to the new Center, but need to be addressed nonetheless.

Many individuals from the faculty, the staff, the administration, and the student body have been a part of the strategic planning process and we now have a rolling three year strategic plan titled *Student's First: Innovate ESU*, that we will implement and constantly evaluate, knowing we can adjust to meet the challenges and opportunities that come our way.

ESU had the second annual Monroe County Economic Development Summit at the Innovation Center. The feedback from the 144 participants clearly indicated it was an excellent summit that stimulated a lot of discussion on the future of our county.

A significant challenge to us as a campus is the increased Title IX/Clery training which requires everyone on campus to participate.

Fall 2014 enrollment has increased over Fall 2013, representing the first year to year enrollment increase in four years. Our total enrollment for the Fall 2014 semester stands at 6,812, up from 6,778 last year. At a time when many universities nationally, and also within PASSHE, are reporting a drop in the size of the freshman class, ESU has experienced a 6.4% increase over last fall's freshman class. Retention of the Fall 2013 freshman cohort has increased to 73.8%, which represents a significant increase from 71% the previous year.

A letter was given to the faculty union giving them notice of possible retrenchment. Although enrollment has remained steady, we still have a structural deficit, as we will have every year until we fix our budget model. We hope to continue to work with the faculty to address program duplication, course duplication, program currency, and student demand, among other related issues, to ensure we are putting our resources we have demand, and clear expectations that we will be better in order to better service our students.

Many activities coming up on campus in the coming weeks including Family Weekend, National Suicide Prevention Week, Hispanic Heritage Month and the start of Open Houses for the incoming class of 2015.

5. **Chair's Report:** Trustee Ross shared his involvement with the Strategic Plan Steering Committee and attendance at the roundtable discussions where he feels the comments from those in attendance are very enlightening. ESU has great students and great staff and we need to move forward and work together to work through the silos and hard times to be sure students come first. Encouraged the other Trustees to try to get to the next roundtable which is



scheduled for October 17<sup>th</sup>. Trustee Ross reported on the meeting at Slippery Rock with COT and the PASSHE system which was very enlightening and was grateful for the opportunity to meet Chancellor Brogan. Also reminded the Trustees to register to attend the upcoming PACT Conference to be held at the Dixon University Center October 2<sup>nd</sup>.

6. **Secretary's Report:** None

7. **Committee Reports**

A. **Administration & Finance: (Trustee Lee)**

- (1) The committee reviewed the Cash Disbursement Reports for 03/01/14 thru 07/31/14, and found that all were handled appropriately and were in order. All questions and concerns were answered satisfactorily. **Trustee Ross made a motion to approve the cash disbursement journals for 03/01/14 – 07/31/14; Trustee Abraham seconded; no abstentions. The motion carried.**
- (2) The committee reviewed the proposal for a reduction in the Admission Application Fee from \$35.00 to \$25.00. All questions and concerns were answered satisfactorily. **Trustee Ferro made a motion to approve the Admission Application Fee from \$35.00 to \$25.00; Trustee Klaus seconded; no abstentions. The motion carried.**
- (3) The committee reviewed the listing of non-bid purchases made under the authority of Act 57 from 04/01/14 thru 09/04/14, and found that all were handled appropriately and were in order. All questions and concerns were answered satisfactorily. **Trustee Abraham made a motion to approve the Act 57 purchases report from 04/01/14 thru 09/04/14; Trustee Klaus seconded; no abstentions. The motion carried.**
- (4) **2014-2015 Budget:** Vice President Ken Long gave a presentation on the 2014-2015 Budget. The Committee's questions and concerns were satisfactorily answered. **Trustee Abraham made a motion to approve the 2014-2015 budget; Trustee Keck seconded; no abstentions. The motion carried.**
- (5) **Project Status Review:** The Committee reviewed the Project Status Review. All questions and concerns were answered satisfactorily.
- (6) **Notice to Proceed on Construction Contracts:** The Committee reviewed the Notice to Proceed on Construction Contracts. All questions and concerns were answered satisfactorily.
- (7) **Annual Inspection of Facilities Report – 2014:** The annual visit of facilities will take place at the next meeting scheduled for November 5, 2014.
- (8) **New Student Housing – Phase IIa:** VP Long reported on the status of the new housing facility which is now at the end of the planning stage and is currently in the financing stage. Occupancy is of great demand.
- (9) **Auditor General Review Update :** VP Long updated the Trustees on the Auditor General Review and thanked the Business Office staff for their hard work and dedication during the audit. All questions and concerns were answered satisfactorily.

8. **Academic Affairs & Enrollment Management: (Provost & VP of Academic Affairs)**

Dr. Reidhead reported the good news that enrollment is up and Mr. Jeff Jones, Director of Admissions, and his staff are on track to meet next year's targets for freshmen and transfers. Dr. Reidhead also reported on the program alignment process and provided a hand-out of the remarks made at University Senate laying out the process. All questions and concerns were answered satisfactorily.

9. **Research & Economic Development: (Trustee Abraham)**

Trustee Abraham reported that Dr. Jane Huffman was appointed to the PA Department of Health's Tick and Lime Disease Task Force. Trustee Abraham also reported that a curator was hired to oversee the Shisler Museum and the McMunn Planetarium. Both areas will bring in revenue for the University and he is looking forward to the many people that these first class venues will bring to campus.

10. **Student Affairs: (Trustee Keck)**

Trustee Keck reported that the new director of SAA, Mr. Joseph Akob, is easing into his new position at the University. Tyler Dillon, a senior and Student Mentor presented information about the new ESU Mentoring Program with points and highlights of its success. Ms. Patricia Kashner shared highlights for the upcoming Family Weekend schedule. Dr. Doreen Tobin, VP of Student Affairs, shared many ongoing programs and division changes within the division of Student Affairs. All questions and concerns were answered satisfactorily.

9. **Old Business:**

None

10. **New Business:**

- A. **PACT Workshop:** Trustee Ross encouraged all Trustee members to attend, not too late to register.
- B. **Appointing Interim and Acting Chief Executive Officers:** Trustee Ross asked for a motion to accept the Appointing of Campus Interim and Acting Chief Executive Officers as required by the PASSHE BOG. **Trustee Abraham made a motion to approve the list of executives; Trustee Keck seconded; no abstentions. The motion carried.**
- C. **2014 Evaluation Committee Selection:** As required by PASSHE Policy 2002-03-A: Evaluating Presidents, Trustee Ross appointed the Council of Trustees 2014 President Evaluation Committee consisting of Trustee Ross, Trustee Lee, and Trustee Welch. **Trustee Ferro made a motion to approve the appointment of the 2014 President Evaluation Committee; Trustee Keck seconded; no abstentions. The motion carried.**
- D. **Student Trustee Search:** Trustee Ross indicated with the current Student Trustee Rebecca Keck graduating in December we are moving forward with the selection process for a new Student Trustee. Trustee Ross appointed Trustee Abraham serve a chair to the Student Trustee Search. **Trustee Ferro made a motion to approve the appointment of the Student Trustee Search Chair; Trustee Welch seconded; no abstentions. The motion carried.**
- E. **Next Meeting:** Trustee Ross stated the next Council of Trustee Meeting is scheduled for Wednesday, November 5, 2014.

11. **Executive Session:** Trustee Ross called for Executive Session at 5:13 p.m. to discuss legal matters.

12. Meeting called back to order at 5:34 p.m.

13. **Adjournment:** The meeting was adjourned at 5:35 p.m. by Trustee Ross.

Respectfully submitted,

Amy S. Welch  
Council Secretary

Recording Secretary: Marcy L. Cetnar

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September 25, 2014

ESU Council of Trustees  
200 Normal Street  
E. Stroudsburg, PA 18031

Re: Council meeting, 9/25/14

Dear Trustees,

I am sorry I could not be there with you today, but work duties prevented my joining you. I would like to thank you for your support of ESU, and offer my pledge that the ESU Alumni Association Board of Directors is here to assist in the advancement of the mission of the University.

As President of the Board of Directors, I hereby extend an invitation to all of our upcoming Board meetings. Dates can be obtained by contacting the Office of University Advancement, and our next meeting is scheduled for November 8, 2014 at 10AM here in the Innovation Center. We are making it a priority to communicate and interact more directly with all groups associated with ESU and will be attempting to send a representative to each Council of Trustees meeting.

As the representatives of the more than 40,000 alumni of East Stroudsburg University, the other directors and I receive a great deal of formal and informal feedback regarding the current happenings at ESU. Most recently, questions have come to us regarding the retrenchments of last year, and their ongoing impact for current and future students. For example, a story in a recent Stroud Courier indicated that due to retrenchments of Chemistry and Physics faculty, gen eds in those subjects are no longer available to those students outside those majors. This is obviously a concern, as one of the things alumni state time and again is the value they received by being able to explore many different areas of interest. As a Music major, the elimination of that program was especially painful to me, and I have heard from many alumni who were NOT Music majors lamenting its loss.

Another question frequently posed is regarding the University's strategic plan. Specifically, when is it anticipated to be completed, and how do the recent changes to course programs fit into the plan?

Please be assured that I and the Board are here to assist ESU, President Welsh, the Council of Trustees, and the Foundation in any way we can. Please feel free to reach out to me at any time. I look forward to working with you all.

Again, my apologies for being unable to attend today's meeting.

Kind regards,



Collette L. Ryder, '96  
President, ESU Alumni Association Board of Directors



$\Sigma$ (Strong Science Programs)=

## Successful ESU

Questions regarding the information included in this document should be referred to:

Bonnie A. Green, Ph.D.  
Professor of Psychology  
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# Science at ESU

- Profitable to the University
- Attracts Students to ESU
- Yields Long Term Financial Success for our Graduates
- Dedicated STEM faculty yield successful STEM graduates

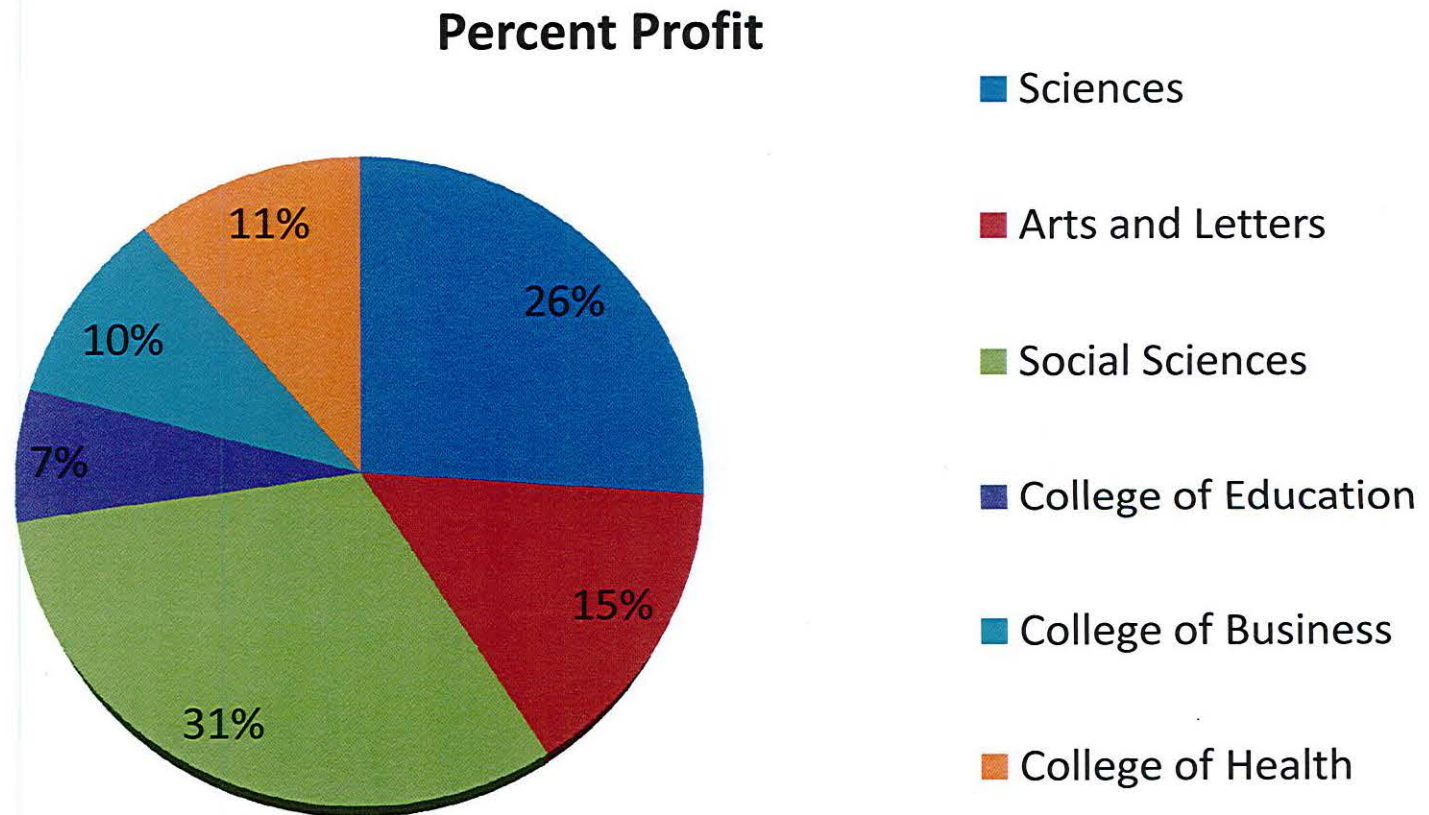


# Departments

- Biological Sciences
- Chemistry and Biochemistry
- Computer Science and Computer Security
- Mathematics
- Physics and Earth and Space Science
- Psychology



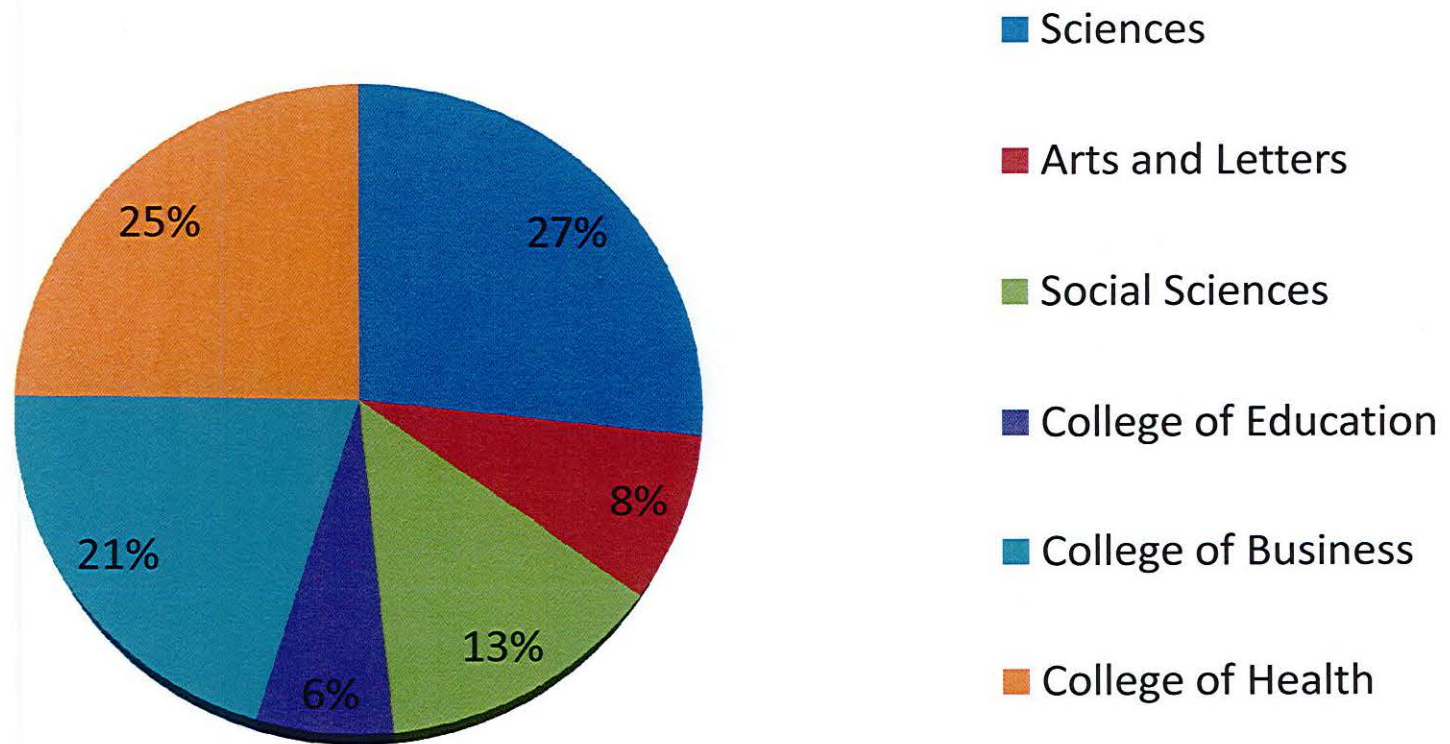
# Science is Profitable to ESU



Source of data: College Profit Loss Statement 9/2013

# Science Attracts Students to ESU

Percentage of Applications

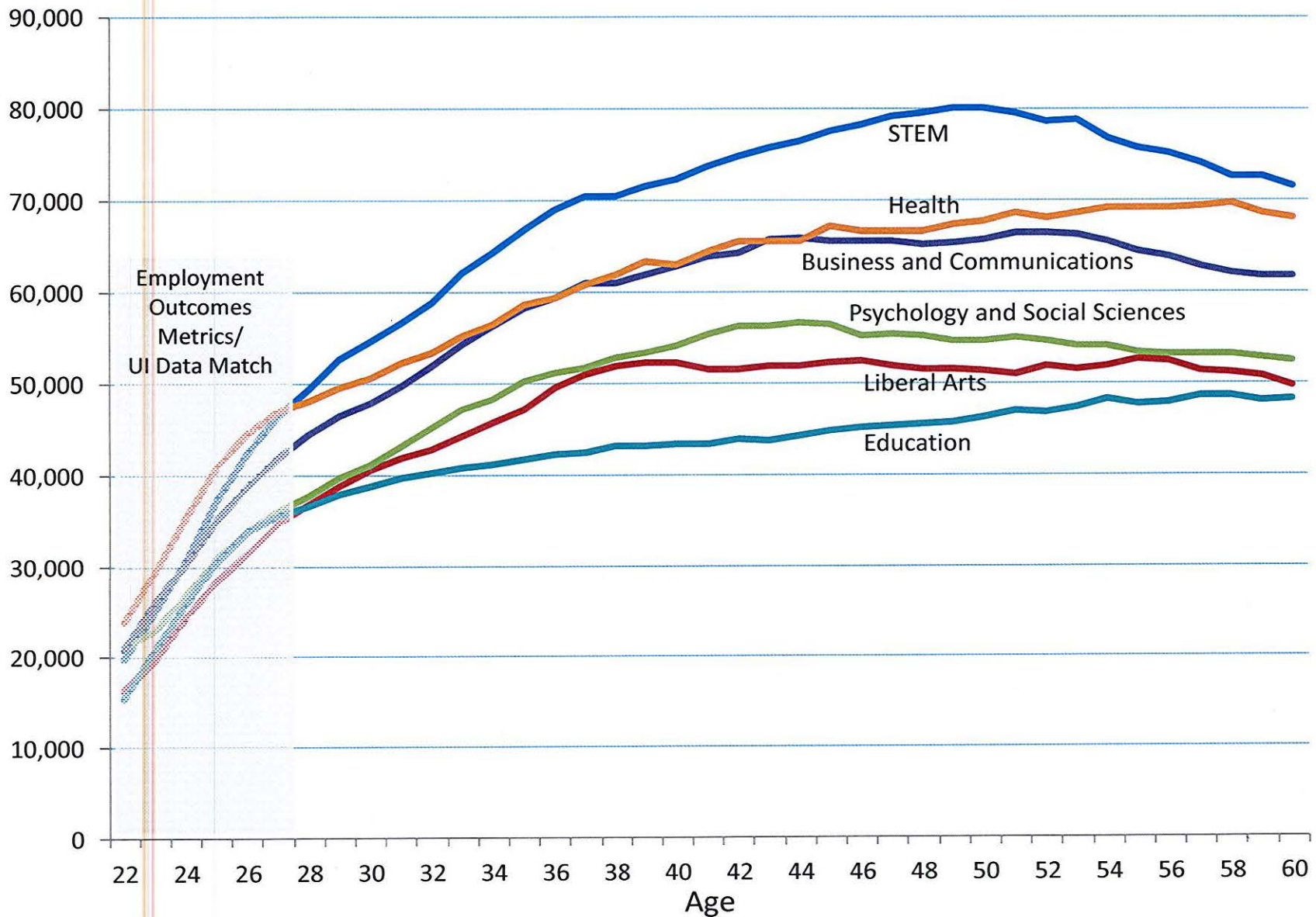


Source of data: Fall accepted data 2014 from Jeff Jones 2/4/14



# Median Annual Wages by General Field of Study and Age (United States)

(Includes Only Bachelor's Degree Holders, Not Residents Who Earned Graduate/ Professional Degrees)



Source: U.S. Census Bureau, 2010 American Community Survey (Public Use Microdata Sample)



# WHY ESU Science?

- Dedicated and caring faculty
  - Actively involved in research
    - Discipline specific
    - Science of Teaching and Learning
    - Often involving Undergraduate Students
  - Academic advising
    - Mentoring students for jobs and grad school
- Competitive student outcomes with schools 2 to 4 times our cost
  - 100 % graduate school placement with assistantships in research based degrees
  - Solid standardize testing performance
  - Job Placement rates